

VICTORIA'S SECRET

PRESS ROOM / EXCLUSIVELY FOR THE MEDIA

THIS JUST IN...NOVEMBER 2, 2015

VICTORIA'S SECRET ANGEL LILY ALDRIDGE WEARS THE \$2 MILLION 2015 FIREWORKS FANTASY BRA FOR THE 1ST TIME IN HER VS CAREER DESIGNED EXCLUSIVELY FOR VICTORIA'S SECRET BY MOUAWAD

This holiday season, Victoria's Secret introduces the highly anticipated **2015 Fireworks Fantasy Bra** designed exclusively for Victoria's Secret by world-renowned jeweler, Mouawad. Victoria's Secret Angel Lily Aldridge will be wearing the Fantasy Bra for the first time on runway in the "Fireworks" section at the **2015 Victoria's Secret Fashion Show**, which airs December 8th at 10/9 Central on the CBS Television Network.

Valued at \$2 million, the **2015 Fireworks Fantasy Bra** and detachable belt is adorned with over 6,500 precious gems, including diamonds blue topaz, yellow sapphires and pink quartz all set in 18-karat gold. The 2015 Fireworks Fantasy Bra was inspired by the Victoria's Secret Very Sexy Flirt bra –available in-stores and online on November 11th.

On November 3rd, Victoria's Secret fans can get inside access by logging onto VS All Access on VictoriasSecret.com; [Facebook.com/VictoriasSecret](https://www.facebook.com/VictoriasSecret); [@VictoriasSecret](https://www.instagram.com/VictoriasSecret) with #VSFantasyBra, #VSFashionShow

Learn more about VS Angel Lily Aldridge here: <https://www.victoriasssecret.com/vsallaccess/angels/lily-aldridge>

ABOUT VICTORIA'S SECRET

Victoria's Secret is the leading specialty retailer of **lingerie** and **beauty** products, dominating its field with modern fashion-inspired collections, prestige fragrances and body care, celebrated supermodels and world-famous runway shows. A business of Limited Brands (NYSE:LTD), its more than 1000 Victoria's Secret Lingerie and Beauty stores, the catalogue and VictoriasSecret.com allow customers to shop the brand anywhere, anytime, from any place.

ABOUT MOUAWAD

Mouawad is the official jeweler of the 2015 Victoria's Secret Fashion Show. Founded in 1890, Mouawad has been family owned and operated for four generations. The renowned jeweler built its' company upon artistic excellence, superb craftsmanship, trust and relationships. Mouawad designs, manufactures and sells its own exclusive jewelry and timepiece collections. Mouawad has been honored by the Guinness World Records four times, with their most recent award being for the most valuable necklace in the world- \$55 million.

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